Farmers Markets & Agritourism
Building the Partnerships
Agritourism Brings the Community to the Farm

Farmers Markets Bring the Farm to the Community
The Agritourism Visitor

1. Unique and authentic experiences
   • To experience the culture and heritage

2. Fun/Entertainment

3. They want to learn /Experiencing something new
   • Want more knowledge of agriculture, what it takes to produce food, what a farm looks like

4. Availability of good food, beer, and/or wine
   • Consumers are increasingly more interested in buying fresh, locally produced products

5. Live close by/passing through/visiting friends or family in the area
   • Increase in weekend and local travel
   • Increase in travel to rural areas to visit local attractions

6. Bonding with family and friends
   • Visiting the farm is an educational, interactive experience that everyone can enjoy
The Agritourism Visitor typically visits multiple sites during their trip.

- Agritourism Sites
- Restaurants
- Shops
- Lodging

- The Local Farmers Market
Farmers Markets and Agritourism Operators Should Work Together:

• Don’t view each other as competition
• You are partners
Connecting into Your Community:

- Local Tourism Office/Destination Marketing Office
- Economic Development Office
- Local Schools
- Local Restaurants
- Community Events
- Talk to Everyone – Invite them to Your Market – Tell Your Story
We Can Help:

Virginia Department of Agriculture and Consumer Services - Marketing and Development Services
- Sales and Market Development
- Livestock Marketing
- Commodity Services
- Promotions
- International Marketing
- Agriculture and Forestry Development

State Agritourism Team
Providing support and training for agritourism operators across the Commonwealth. The team is comprised of partners from:
- Virginia Department of Agriculture and Consumer Services
- Virginia Cooperative Extension
- Virginia Tourism Corporation
Heather Wheeler
Program Manager - Virginia Grown
Program Manager - Virginia Horse Industry Board

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